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NUTRITION

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WAR FOOD ADMINISTRATION

News Letter

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PROGRAM SUGGESTIONS

Committee reports of Nutrition Month, received as this News Letter goes to press (early in October), tell a record story of coordinated plans for State and local action on the nutrition front. When the records of the activities and programs as actually carried out have been finally assembled, they will contain many suggestions that can be shared as "Notes from the field."

Meanwhile, in November and December many nutrition committees may again be emphasizing the very definite relationships between food rationing, food-price control, and the availability to civilians of nutritionally important foods. Actually, the difficult job of nutrition education that committees have done so well would not have been nearly as effective if rationing had not taken a hand in making food available on an equitable basis, and if price control had not prevented the skyrocketing of food prices. Although the food supply as a whole is ample, and many families have more spending power through increased war incomes, guidance is still needed by many consumers in the spending of food money to get a good diet.

More specifically, suggestions for adjusting food selections and adapting methods of food preparation will doubtless be helpful to numerous homemakers in view of the supply situation with reference to certain foods. According to the Outlook for Civilian Food Supplies, during the remainder of 1944 and the first 3 months of 1945 we will have considerably less meat and about 7 percent less butter. There will be somewhat more of the better quality beef, but Utility grade beef will still be abundant. (It would seem that many homemakers still do not accept Utility grade meat as a different product that needs different treatment in cooking than the better-finished meat.) The market is abundantly stocked with soya products of excellent food value—products still unacceptable to the majority of consumers. Because the supply of standard and

substandard grades of canned vegetables is larger than normal, they may need attention in an educational program. The matter of price in relation to food value and quality, and the low- or no-point value of some of these and other foods of high nutritive value is not, it seems, a story that is "old news" to all of the clientele of nutrition committees.

IMPORTANT: See enclosed sheet re The Grocer-Consumer Anti-Inflation Campaign.

NUTRITION ITEMS

At its September meeting the Food and Nutrition Board of the National Research Council renewed an earlier discussion of the value of iodized salt in the prevention of endemic goiter. The board recommended a revival of interest in the wider use of iodized salt in connection with this public health problem.

Only 50 percent of the table salt is iodized at present. If all table salt were iodized as recommended jointly by the Goitre Study Committee of Michigan and the American Public Health Association, there would be no goiter problem. The small daily requirement for iodine is easily met by the regular use of iodized salt; its use is especially important in adolescence and pregnancy.

The board believes that an educational program to acquaint the public with these facts would do much to increase the use of iodized salt and eventually to achieve the prevention of this widespread nutritional deficiency. A communication directed to the Nutrition Programs Branch states that, in the opinion of the board, the State and county nutrition committees are in a most favorable position to foster the necessary program.

At recent hearings before Senator Claude Pepper's Committee on Wartime Health and Education, Gen. Lewis B. Hershey presented the principal causes for rejection of registrants 18 to 37 years of age in Class 4-F and classes with F designation. Physical defects accounted for more than 57 percent of them. These figures cause real concern, but particularly are nutritionists deeply distressed since it seems apparent that

good food habits begun in infancy and established in these men as young boys could have, or could almost have, prevented so many of the defects. Dr. H. C. Sherman has long taught that "Nutrition cannot always cure what it most certainly could have prevented." Every nutrition program may well stress the importance of building good food habits in all children. The returns throughout life would be almost beyond our belief.

NOTES FROM THE FIELD

ARIZONA—The State Nutrition Council has sent photographs to all county nutrition committees to show them how the Basic Seven poster can be enlarged upon in a simple colorful exhibit. The photograph shows a three-panel display mounted on a bright blue background, with the poster on the center panel. Each of the end panels carries a slogan in large white letters: "TO DO YOUR JOB" and "TO GROW STRONG AND HEALTHY."

"Suggestions to Homemaking Teachers," a mimeographed circular, was sent out by the Arizona State Department of Vocational Education in the hope that each class might work out one project during Nutrition Month. Along with many excellent suggestions went a recommendation that the teachers evaluate their activities and report them directly to the executive secretary of the Arizona Nutrition Council as soon as possible after October 1.

Through the cooperation of the Arizona Extension Service, the State Nutrition Council made the "Home Canning Record" blank, and the "Plan What to Can" folder, available to home canners not reached by the extension service. The information and record sheets were distributed through local nutrition committee chairmen and through eight community canneries in the State.

OKLAHOMA—The State Nutrition Committee is developing a State-wide educational program in connection with proposed legislation on enrichment of flour and bread. Suggestions for county nutrition committee action include determining the availability and use of enriched products in the county, contacting millers to solicit their cooperation, contacting various educational and civic groups and clubs regarding the enrichment program, providing speakers, and getting informational material to the public through all the usual media. The purposes of this educational program will be to inform people what is meant by enriched flour and bread and to

acquaint them with the protective food values of enriched flour and bread as against the unenriched products.

The Negro subcommittee of the Oklahoma Nutrition Committee is representative in membership and has a good record in organization. Its 20 members include teachers, ministers, health workers, extension workers, doctors, dentists, nurses, representatives of the press, home service departments of public utilities, Federated Women's Clubs, and Parent-Teacher Associations. Set up in March, this State subcommittee had been instrumental by September in organizing similar subcommittees in 13 counties, and were able to report 24 more counties in process of organization. Four Oklahoma weekly newspapers, edited and owned by Negroes, have offered space and services to the subcommittee. Thus, a reading public of nearly 85,000 persons will be reached with nutrition information.

GEORGIA—In lieu of a State-wide meeting this fall, the Georgia Nutrition Committee has set up dates and places for eight 1-day district meetings. The program will include a period when each county in the district will have an opportunity to present one of its activities which has contributed to better nutrition. Literature, charts, film slides, and other "tools" available to help committees with their work will be exhibited.

MAINE—The State Nutrition Committee has prepared a Maine Food Guide including the Basic Seven Food Groups employed in the National Wartime Food Guide, but somewhat expanding the vitamin-C group and making other adaptations to conditions in the State. A French edition is also being prepared for use in the French-speaking communities in the State. Separate editions of the Guide carrying the same food chart have been prepared by the State Nutrition Committee and published under the sponsorship of the Maine Dental Society and the Maine Hospital Association. These are entitled "Food and Care for Good Mouth Health" and "The Foods You Need." They will be distributed exclusively by the above-mentioned organizations.

PENNSYLVANIA—The Pennsylvania Nutrition Council suggests that the new National Wartime Food Guide may be distributed at "box luncheons" held by church organizations. One local committee tried this plan successfully.

Each member of the group prepared a box lunch which was sold for either 35 or 50 cents. Every purchaser received a Food Guide to help him check the contents of his box for nutritive value. After lunch a short talk was given by a trained nutritionist.

Apropos of the difficulty in obtaining funds for nutrition committee expenses one county chairman was instrumental in having a budget for nutrition set aside by the local welfare association. The idea advanced was that money should be spent to prevent disease, as well as to combat disease, through good nutrition.

VERMONT—In September the State Nutrition Committee sponsored a survey of the health of 200 school children with reference to the food they eat. The State health department made the survey in Burlington, Westford, and Williston. The findings will be presented at nutrition clinics to be held in October and 40 of the children included in the survey will be asked to attend the clinics. Letters explaining the survey were sent to parents with a blank which they were asked to sign giving permission for the complete physical examination of their children. The State nutrition chairman emphasized that the survey was not to assume a critical aspect, but rather to serve as a means of improving the health of the children by determining whether they were getting the foods necessary for their best growth and development. One nutrition clinic will be held for nutritionists and home economists, including county and local nutrition chairmen; a second clinic will be held for medical students and members of the State medical association.

IDAHO—"Store and Use Idaho Foods" was the slogan upon which the Idaho State Nutrition Committee built its September promotion. Members of the committee took turns in preparing releases for county newspapers to acquaint readers with the fact that Idaho produces many foods in each of the Basic Seven Food Groups. They encouraged wise storage and preservation of the locally grown foods as well as their effective use in daily menus.

WEST VIRGINIA—A State-wide poster contest on "Eat a Good Breakfast Every Day" was sponsored by the State Nutrition Committee in September, with all elementary school pupils eligible to participate. From the winning county entries, the State committee will select

State winners for war bond prizes. A traveling exhibit made from State contest entries will be available to local committees.

When the State Nutrition Committee meeting was held in August at Jackson Mills, county committee chairmen who lived nearby were invited to attend. The same plan will be used at the November meeting to be held in another section of West Virginia.

ARKANSAS—As a result of the planning of the Sharp County Consumer-Nutrition Committee, teachers of the county devoted an afternoon to the study of nutrition during their recent fall meeting. A nutritionist from the State Board of Health showed slides demonstrating signs of poor nutrition and discussed the possibilities of improving food habits of school children. Much free material on nutrition had been collected by the library chairman, and checked and approved by the district chairman. The library chairman also reported that several civic clubs are willing to buy nutrition reference books for schools that cannot afford to buy them.

The Newton County Nutrition Committee worked with the county superintendent of schools in organizing a course in nutrition education during a 2-week county teachers' meeting. The value of the school lunch was given special emphasis in this course which was scheduled for a half hour each day.

VIRGINIA—The Norfolk County Nutrition Committee has been accepted as a member of the social agencies of the county and as such will receive some funds for a part-time secretary, for education, and miscellaneous expenses from the community fund. Taking advantage of these funds, it is intended that much emphasis will be placed on nutrition education in conjunction with health classes in schools.

NEW YORK CITY—Since the first of this year, members of the New York City Food and Nutrition Committee have written a series of nutrition articles, as a weekly feature, in 31 foreign language and local newspapers. The subcommittee on articles meets at intervals to decide on new topics. Subject matter specialists write the articles in simple language, and they are then translated for foreign papers. The number of requests for a free pamphlet offered at the end of these articles indicates that they have a sizable reading public.

The Food and Nutrition Center, with its display table of free literature and a bulletin board for showing up-to-date posters, materials, and announcements, also has a miniature food store which makes a background for any foods being featured by the committee. In the adjoining office which houses the permit division of the department of health there is another display table with literature. This has proved to be an effective place to leave bulletins, for a number of applicants have become interested in the nutrition literature while awaiting their turns and have visited the Center to ask questions.

MICHIGAN—Members of the Flint OCD Nutrition Committee were asked to translate instructions to Red Cross blood donors into a positive and direct form. To conform to the instructions, they prepared a day's menu which was printed on the Red Cross appointment cards.

As an example of the way other organizations are cooperating in the nutrition programs of their communities, the Children's Fund of Michigan has provided the Detroit Nutrition Committee with an executive secretary during the past year.

MATERIALS (Samples Enclosed)

"Are We Well Fed?"—Misc. Pub. 430. A report on the diets of families in the United States, published in 1941 by the Bureau of Home Economics. This bulletin has continued to be in demand because much of its contents is still timely. The Nutrition Programs Branch was fortunate in obtaining a sufficient supply of copies to allow for News Letter distribution in response to requests that have come from nutrition committees from time to time. A limited supply of additional copies is available at regional OD offices.

"The Facts About Enrichment of Flour and Bread"—An extremely good reference for committee use is this newly released 16-page digest of a more detailed and technical report of a study of the enrichment program. The study was made and this digest published by the Food and Nutrition Board, National Research Council, Washington, D. C. Single copies available free from the Office of Distribution, War Food Administration, Washington 25, D. C.

NEW MATERIALS (Samples Not Enclosed)


"A Yardstick for School Lunches"—NESP-4. A 30-page revised edition of a pub-


lication by the same title issued in tentative form in 1942 and distributed in a few States on an experimental basis. This evaluation device will be useful not only for groups that wish to determine how well their own school lunch program is operating, but also for those groups that are stimulating community interest in establishing a school lunch program. Requests for single copies are being filled by the U. S. Office of Education, Federal Security Agency, Washington 25, D. C., while the limited free supply lasts. Copies may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., 10 cents each.

"Family Food Consumption in the United States"—Misc. Pub. 550. A semitechnical report of data collected in the Spring of 1942 as a part of the Study of Family Spending and Saving in Wartime, conducted by BHNHE in cooperation with the U. S. Bureau of Labor Statistics. Intended mainly for research workers and teachers in the fields of food economics and nutrition. Limited supply available free from Office of Information, USDA. For sale by Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., 20 cents each.

"A Consumers' Guide to U. S. Standards for Farm Products"—Misc. Pub. 553. A 21-page summary of information on the grading and labeling of meat, dairy and poultry products, both fresh and processed fruits and vegetables, and such individual items as dry beans and peas, rice, and honey. An excellent piece of consumer education reference material, made more useful by a number of illustrations. Single copies available free from Marketing Reports Division, Office of Distribution, War Food Administration, Washington 25, D. C.

Sincerely yours,


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